



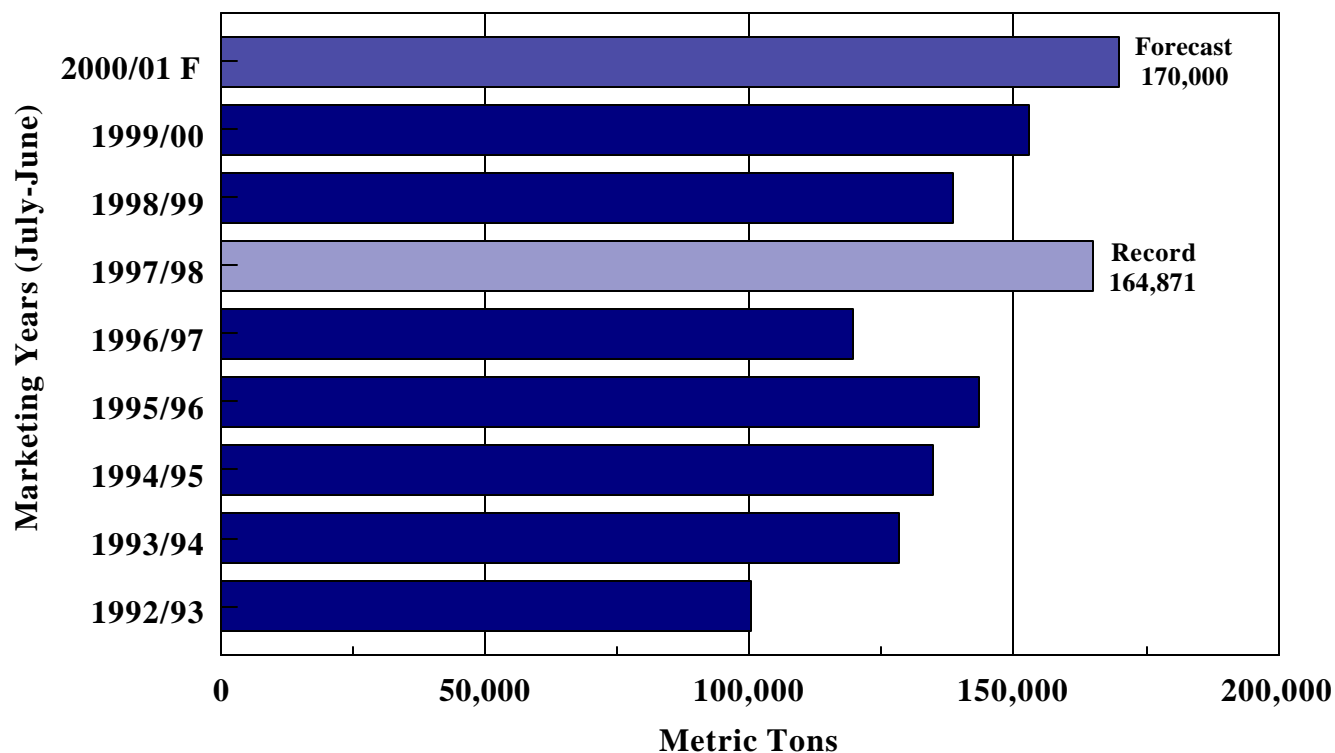
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# World Horticultural Trade and U.S. Export Opportunities

## U.S. Pear Exports Forecast to Reach a New Record in Marketing Season 2000/01



Source: U.S. Department of Commerce, Bureau of the Census

Larger supplies of good quality fresh-marketed pears and the diversion of more processing pears into the fresh market are contributing to record forecast U.S. pear exports in marketing year (MY) 2000/01. The increase in U.S. shipments reflects the expanded supply situation, which has put downward pressure on pear prices and has spurred demand from key foreign customers, including Mexico, Venezuela, and Brazil. U.S. pear exports in 2000/01 are also benefitting from improving Asian economies and continued U.S. promotion efforts. At 170,000 tons, the 2000/01 U.S. pear export forecast is 11 percent higher than shipments in 1999/2000 and 3 percent more than the 1997/98 record. Exports have become vital for the success of the U.S. pear industry. Almost 20 percent of the U.S. total pear crop is now going to export, compared to 5 percent in MY 1987/88. Mexico represents the largest export market for U.S. pears. The importance of the Mexican market for U.S. pears has grown steadily in recent years and now accounts for half of total U.S. shipments. Continued supplies of good quality fruit, strong demand from leading customers, and market promotion efforts should continue to boost U.S. pear sales in foreign markets.

[Check Out the New U.S. Trade Internet System Website. Go to <http://www.fas.usda.gov/ustrade>]